

Research Employers Before Interviews



About the position

- Mission/culture
- News
- Products or services
- Market share, stock prices, number of employees, & annual sales
- Competitors
- Financial outlook



About the position

- Job duties
- Career Path
- Training



About the location

- GoInGlobal for information on over 40 US cities & 30 countries
- Best places to live: www.bestplaces.net



About the people

- Who is interviewing you?
Ask if you don't know
- Knowing about your interviewer will make you more at ease
- Visit CareerShift to find articles mentioning your interviewers
- Use Google & LinkedIn to learn about your interviewers



Resources to tap into

- Glassdoor.com
- LinkedIn.com
- CareerShift & GoInGlobal via career.vt.edu
- Google
- Company website & social media

STAR Interviewing - Prepare Using the STAR Method

Situation	What were you doing? Who was involved? Where were you and when was it? Give the basics to start your story.
Task	What was your responsibility? Were you assigned to do something? Did you take on a project yourself? What were the expectations of you?
Action	What was your process? What steps did you take to address the task? What obstacles did you overcome? What knowledge and skills did you use?
Result	What was the outcome? Did you learn anything? Was there any measurable result? How will this inform your future work?

■ Behavioral Interviews

Behavioral interviewing is a technique used by employers in which the questions asked assist the employer in making predictions about a potential employee's future success based on past behaviors. In behavior-based interviews, candidates are asked to give specific examples of when they demonstrated particular behaviors or skills. Use STAR method to format your examples.

Example Question: Tell me about a time you've demonstrated strong leadership skills.

Situation

During my third year of college, I was elected Vice President for Professional Development for the Young Entrepreneurs student organization. The duties of the position included securing speakers for our meetings, advertising the programs to the campus community, introducing speakers, and evaluating our programs.

Task

Previous attendance at meetings had decreased substantially after a decrease in student organization funding. The goal was to implement targeted programs to address the professional development of our association and increase attendance by 25% compared to the prior year's figures.

Action

I developed a survey to determine the members' professional interests and ideas for possible speakers and topics. We randomly selected survey respondents for a focus group interview. I learned about this research technique in my marketing class and thought it would help us identify why attendance had dropped.

Result

We then selected speakers that were related to students' interests and produced a brochure describing each program. Under my leadership, attendance increased 150% over the previous year. From this experience, I learned how important it is to gain insight into your customer base before acting on an idea.

SKILL	YOUR STAR STORY	
Critical Thinking	Situation: Task:	Action: Result:
Problem Solving	Situation: Task:	Action: Result:
Decision Making	Situation: Task:	Action: Result:
Technical Communication Oral and Written	Situation: Task:	Action: Result:
Diversity and Cultural Understanding	Situation: Task:	Action: Result: